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(54) SELECTIVE CM DISTRIBUTION SYSTEM

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a selective CM distribution system that can distribute many kinds of diversified CM information items such as CM information corresponding to the taste/preference of each user by each comparatively narrow area like municipalities to each user without disturbing each user to efficiently utilize its recorder.

SOLUTION: Each user side is provided with a program reception section that receives program relation information such as program information and timing information when a CM(Commercial Message) is to be inserted on the way of a program broadcast on a radio wave from a television broadcast station 2, with a CM reception section that receives CM information from a CM distribution server 3 through the Internet, a display section 12 that displays a program from the program reception section or the CM from the CM reception section, and a changeover section that selects the program from the program reception section or the CM from the CM reception section for display contents displayed on the display section.

